

RAZORBACKS

ARKANSAS ATHLETIC DEPARTMENT

EX PARTE OR LATE FILED



93-21

Broyles Athletic Complex

P.O. Box 7777

Fayetteville, AR 72702

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April 6, 1993

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FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

Mr. Jonathan D. Levy
Economist
Office of Plans and Policy
Federal Communications Commission
1919 M Street NW
Washington, DC 20554

Dear Mr. Levy,

Attached is a copy of the University of Arkansas' comments concerning trends in the migration of sports programming for the FCC's Sports Programming Study.

If you need any additional information, please contact me. Thank you for your time and effort.

Sincerely,

A handwritten signature in cursive script, appearing to read "Randy Cale".

Randy Cale
Director of Compliance

RC/sk

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University of Arkansas

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To Whom It May Concern:

The following information is provided for your sports programming study as mandated by the Cable Television Consumer Protection and Competition Act of 1992. This information concerns sports programming of University of Arkansas Football and Mens's Basketball from 1980 through the 1992-93 academic year.

I. College Football and Basketball Telecasts

A. Football

1. Total Telecasts : 56 (23 home, 33 away)

- a. Locally : 0
- b. Regionally : 23
- c. Nationally : 19
- d. Cable : 14
- e. Pay-per-view: 0

2. All telecasts were exhibited live.

B. Basketball

1. Total Telecasts : 287 (126 home, 161 away)

- a. Locally : 125
- b. Regionally : 105
- c. Nationally : 18
- d. Cable : 35
- e. Pay-per-view: 6

2. 1 game was exhibited on a tape delayed basis, all others were live.

II. Contract Information

A. Duration of Contract

1. Our current contract covers basketball only during the 1990-91 through 1993-94 seasons.
2. Football games are covered by contracts negotiated by the College Football Association and the Southeastern Conference.

B. Number of Games - In basketball, the rights were sold for ten games annually.

C. Exclusivity - In basketball, the rights are exclusive unless the game is selected for telecast by a major broadcast or cable network.

D. Rights Fees - In basketball, the rights fees totaled \$740,000. for the four seasons covered by the contract.

E. Home Territories - Our geographic "home territory" within which we can sell our broadcast and cable exhibition rights is virtually unlimited. Games which are not under the control of a conference or network package may be sold by the University or our syndicator to any area of the country.

III. Percentage of Revenue and Gate Receipts

A. Broadcast and media distribution rights. - 14.3% of Athletic Department revenue for 1991-92.

B. Gate Receipts

- | | |
|---------------|---|
| 1. Football | 33 % of Athletic Dept. Revenue 1991-92 |
| 2. Basketball | 11.6% of Athletic Dept. Revenue 1991-92 |
| 3. Combined | 45.3% of Athletic Dept. Revenue 1991-92 |

IV. Comments - Available Programming - It is the opinion of the University of Arkansas that the public is better served by the current mix of broadcast and cable exhibition than before cable television.

V. Preclusive Contracts - The University of Arkansas does not believe that it's current contracts are preclusive. Any games not on cable are broadcast over one of the local television stations and games carried by cable networks are available on the local cable system.

VI. Migration and Preclusion - The University of Arkansas believes that there is no significant connection between migration and preclusion of football and basketball games between local television stations and cable. Treating cable and broadcast stations the same helps provide the best overall coverage of college football and basketball. The current mix between cable and broadcast stations is the best it has ever been and should remain as it is now.

If you have any questions, please do not hesitate to contact me.

Sincerely,

A handwritten signature in cursive script, appearing to read "Randy Cale".

Randy Cale
Director of Compliance

RC/sk